



## COURSE OUTLINE

### SCHOOL OF BUSINESS

**COURSE NAME:** Computer Applications for Marketing  
**COURSE CODE:** COMP 1110  
**CREDIT HOURS:** 42  
**PREREQUISITES:** None  
**COREQUISITES:** None  
**PLAR ELIGIBLE:** YES ( X ) NO ( )  
**EFFECTIVE DATE:** September 2008  
**PROFESSOR:**  
**PHONE:** 416.415.5000      **EMAIL:**

**NOTE TO STUDENTS:** Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

| FOR OFFICE USE ONLY            |           |                           |
|--------------------------------|-----------|---------------------------|
| <b>ORIGINATOR:</b> _____       | SIGNATURE | DATE                      |
| <b>CHAIR:</b> _____            | SIGNATURE | August 2008 _____<br>DATE |
| <b>DATE OF REVISION:</b> _____ |           |                           |

**EQUITY STATEMENT:** George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

**STUDENT RESPONSIBILITIES:** Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

## COURSE DESCRIPTION:

Students are expected to come into the program with basic computer literacy in using Windows file management and Microsoft Office applications, including the use of Microsoft Word and PowerPoint. This course will take these skills to the next level, and will cover second and third-level spreadsheet analysis (Excel 2003), database concepts and applications (Access 2003) and other analytical tools (i.e. Structured Query Language). The course will include topics in Presentation technologies.

## ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

| Skill  | L | P | E | Skill  | L | P | E |
|--|---|---|---|--|---|---|---|
| 1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience | X | X | X | 7. locate, select, organize and document information using appropriate technology and information sources                          | X | X | X |
| 2. respond to written, spoken or visual messages in a manner that ensures effective communication  |   | X | X | 8. show respect for the diverse opinions, values, belief systems, and contributions of others                                      |   | X |   |
| 3. execute mathematical operations accurately  |   | X | X | 9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals |   | X | X |
| 4. apply a systematic approach to solve problems   | X | X | X | 10. manage the use of time and other resources to complete projects  | X | X | X |
| 5. use a variety of thinking skills to anticipate and solve problems   | X | X | X | 11. take responsibility for one's own actions, decisions and consequences  |   | X | X |
| 6. analyze, evaluate, and apply relevant information from a variety of sources   |   | X |   |  |   |   |   |

## COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

### 1. Demonstrate the ability to use Microsoft Office Help Systems effectively.

- Research formulas and functions in Excel.
- Discover query tools and extensions in Access.
- Use Add-in tools and features in PowerPoint Excel and Access.

## 2. Demonstrate the ability to use technology for presentations

- Prepare and deliver a professional-grade presentation using MS PowerPoint.

## 3. Demonstrate Database Management System concepts from the analysis phase to full implementation.

- Perform analysis for a simple address book database.
- Design a full Entity Relationship Diagram in conceptual and practical form.
- Construct a database from scratch in Microsoft Access 2003.

## 4. Perform Database Management techniques in both Access and Excel 2003.

- Perform What-if analysis to create formulas, functions and web queries in MS Excel 2003.
- Customize a chart in MS Excel 2003.
- Collect data and analyze results using complex queries and filters in both programs.
- Generate Forms, Reports and Web-enabled charts in both programs.

## 5. Explain the process for querying a database.

- Generate specified criteria for querying an Excel formulated database.
- Formulate complex queries using Access' query wizard tools.

## 7. Create a complex spreadsheet in Excel 2003.

- Understand and practice absolute and relative cell referencing.
- Perform what-if analysis using various tools.
- Web Query and manipulate data in Excel.

### DELIVERY METHODS / LEARNING ACTIVITIES:

The course is delivered by in-class practical lectures, using the computer labs, modular mini-project completion, on-line MANDATORY course components, self-directed interactive trainings, and teacher facilitation.

### LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

#### **Required:**

- ◆ **MANDATORY TEXT/CD PACKAGE:** Exploring Excel 2003 Vol. 1 & TAIT (Train & Assess IT CD-Rom) RVP, Grauer, Pearson Education, 2004 Package ISBN: 0132052342 \*the bookstore may have a different ISBN – check with the Professor.
- ◆ **SOFTWARE:** Microsoft Office 2003 Suite, Internet Explorer, and Windows XP will be used. WebCT may be used, at the discretion of the Professor, to facilitate the course.
- ◆ **HANDOUTS:** Additional handouts may be required. The Professor will provide information on obtaining these materials.
- ◆ **STORAGE MEDIA:** A 32 MB (Megabyte) (minimum) USB storage device will be useful for assignment storage, movement and backup.

#### **Recommended / Optional:**

Exploring Microsoft PowerPoint 2003 Vol. 1, Grauer, Pearson Education, 2004 ISBN: 0-13-143484-5 (or any PowerPoint 2000 or later learning materials). Note, this is not available in the Bookstore or GBC library.

### TESTING & ASSIGNMENT POLICY

Assignment due dates and test or exam dates are announced in class and may be published on the course outline or web resource if the course has one. Students are responsible for keeping track of these dates. If a student misses a key date they must call or e-mail the professor in advance and set up an alternative plan, then they must provide appropriate support documentation

immediately upon return to school. Acceptable documentation would be in the form of a doctor's note, a court summons or funeral documentation. Late assignments will be docked 10% per day for 5 school days and then given zero unless the above documentation is provided. This does not apply to TAIT Training deliverables. For TAIT Training, the delivery date must be strictly adhered to – no late training will be accepted.

Success in this course is based heavily on in class participation and assignments (that may be given in class), therefore attendance and active in-class participation is essential to a student's success. All in class assignments must be completed in-class, they cannot be made up with a take-home. Failure to attend these classes will therefore result in zero on that particular assignment. The use of Microsoft Word and PowerPoint will also be checked for professional standards in assignment delivery.

### **TESTING POLICY – Additional Information**

1. Tests must be written on scheduled dates.
2. The course package is a required purchase. The package contains Train & Assess IT (interactive training CD-Rom, with a 16 digit access code that must be used to activate your student account at the Train & Assess IT site).
3. The Professor will provide you with a userID and password, which will allow you to access the training and testing software.
4. Since Access, PowerPoint and Excel contain comprehensive HELP subsystems, you will not be allowed to bring any reference materials to testing sessions.
5. A score of zero will be recorded for a missed test, unless the absence falls under the policy as stated above, and is accompanied by appropriate documentation.
6. The Professor will provide a schedule of test dates.
7. A student, who misses a class, is responsible for obtaining any handouts and information on course content, assignments, due dates, test dates, etc.

### **ASSIGNMENT POLICY – Additional Information**

1. Assignments must be submitted on or before the due date – via the WebCT submission tool if WebCT is being used.
  2. Late TAIT Training assignments are never accepted.
  3. Hardware and software failures should be anticipated and cannot be used as an excuse for not submitting work.
  4. Each student is responsible for preparing his/her own assignment.
  5. Interactive training modules will be assigned on a weekly basis, and specific modules must be completed before each test (usually within 2 week windows).
  6. Students are responsible for backing up files on a regular basis.
- The Professor will provide a schedule of training modules, assignment due dates and submission requirements.

**EVALUATION SYSTEM:**

| <b>Assessment Tool:</b> | <b>Description:</b>            | <b>Outcome(s) assessed:</b> | <b>EES assessed:</b> | <b>Date / Week:</b> | <b>% of Final Grade:</b> |
|-------------------------|--------------------------------|-----------------------------|----------------------|---------------------|--------------------------|
| Tests                   | 1 per application (overall: 3) | All                         | All                  | 4, 11, 15           | 15% each                 |
| Presentation            | Via PowerPoint                 | 2                           | 1,6,7,8,9,10,11      | 3                   | 10%                      |
| Assignment              | MS Access database             | 3, 4, 5                     | 1,3,4,5,6,7,10,11    | 14                  | 15%                      |
| Assignment              | MS Excel spreadsheets          | 1, 4, 7                     | Same as above        | 10                  | 20%                      |
| Training                | TAIT*                          | All                         | 3,4,5,6,10,11        | 8, 15               | 10%                      |
|                         |                                |                             |                      | <b>TOTAL:</b>       | <b>100%</b>              |

\*Your Professor will assign specific interactive training modules which must be completed before each test (usually within a 2 week window of posting under TAIT). These modules will not be graded, but will be tracked by the TAIT software and recorded as C (Complete) or NC (Not Complete).

**GRADING SYSTEM**

The passing grade for this course is:     D    

|    |        |     |    |       |     |    |       |     |    |       |     |          |   |     |
|----|--------|-----|----|-------|-----|----|-------|-----|----|-------|-----|----------|---|-----|
| A+ | 90-100 | 4.0 | B+ | 77-79 | 3.3 | C+ | 67-69 | 2.3 | D+ | 57-59 | 1.3 | Below 50 | F | 0.0 |
| A  | 86-89  | 4.0 | B  | 73-76 | 3.0 | C  | 63-66 | 2.0 | D  | 50-56 | 1.0 |          |   |     |
| A- | 80-85  | 3.7 | B- | 70-72 | 2.7 | C- | 60-62 | 1.7 |    |       |     |          |   |     |

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to [www.georgebrown.ca/policies](http://www.georgebrown.ca/policies)

## TOPICAL OUTLINE:

| Week  | Topic / Task   | Outcome(s) | Content / Activities   | Resources  |
|---|--|------------|--|--|
| 1   | <ul style="list-style-type: none"> <li>▪ Intro</li> <li>▪ TAIT</li> <li>▪ PowerPoint</li> </ul>                          | 1, 2       | <ul style="list-style-type: none"> <li>▪ Course Introduction</li> <li>▪ Using Train &amp; Assess IT</li> <li>▪ Introduction to Presentations</li> </ul>                    | <ul style="list-style-type: none"> <li>▪ PowerPoint Help System</li> <li>▪ TAIT setup</li> <li>▪ Form groups for presentation</li> <li>▪ WebCT Website creation</li> </ul> |
| 2   | <ul style="list-style-type: none"> <li>▪ Creating a Marketing Presentation</li> <li>▪ Presentation Techniques</li> </ul> | 1, 2       | <ul style="list-style-type: none"> <li>▪ PowerPoint</li> <li>▪ Presentation techniques</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Group presentation assignment delivered</li> <li>▪ TAIT week 2</li> </ul>   |
| 3   | <ul style="list-style-type: none"> <li>▪ Presentations</li> </ul>  | 2          | <ul style="list-style-type: none"> <li>▪ Student <b>Group Presentations</b></li> </ul>   | <ul style="list-style-type: none"> <li>▪ ALL PowerPoint TAIT Module</li> </ul>   |
| 4   | <ul style="list-style-type: none"> <li>▪ Intro to Excel Spreadsheets</li> </ul>  | 1, 7       | <ul style="list-style-type: none"> <li>▪ Intro to Spreadsheets</li> <li>▪ Customizing Excel Worksheets/formatting</li> <li>▪ Calculate Sum &amp; Average</li> </ul>        | <ul style="list-style-type: none"> <li>▪ Excel Help System</li> <li>▪ Excel – Chapter 1</li> <li>▪ <b>Test 1 - PowerPoint</b></li> </ul>                                   |
| 5   | <ul style="list-style-type: none"> <li>▪ Formulas, Functions</li> <li>▪ Web Queries</li> </ul>                           | 1, 7       | <ul style="list-style-type: none"> <li>▪ Formulas, Functions</li> <li>▪ Importing Data using Web Queries</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Excel – Chapter 2</li> <li>▪ TAIT week 5</li> </ul>   |
| 6   | <ul style="list-style-type: none"> <li>▪ What-if Analysis</li> </ul>   | 1, 7       | <ul style="list-style-type: none"> <li>▪ IF Function</li> <li>▪ Scenario Manager &amp; Goal Seek</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Excel – Chapters 3 &amp; 4</li> <li>▪ Excel Assignment delivered</li> <li>▪ TAIT week 6</li> </ul>                                |
| 7   | <ul style="list-style-type: none"> <li>▪ Auditing Worksheets</li> <li>▪ Charting</li> </ul>                              | 7          | <ul style="list-style-type: none"> <li>▪ Auditing Worksheets</li> <li>▪ Data Tables</li> <li>▪ Analyzing 3-D Data</li> <li>▪ Customizing Charts</li> </ul>                 | <ul style="list-style-type: none"> <li>▪ Excel – Chapter 6</li> <li>6 TAIT week 7</li> </ul>   |
| 8   | <b>INTERSESSION WEEK</b>   |            |  |  |
| 9   | <ul style="list-style-type: none"> <li>▪ Excel as a Database</li> </ul>  | 1, 4, 5    | <ul style="list-style-type: none"> <li>▪ List and Data Management</li> <li>▪ Using Database Functions</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Handouts</li> <li>▪ TAIT week 8</li> </ul>  |
| 10  | <ul style="list-style-type: none"> <li>▪ Creating Excel Templates</li> </ul>   | 1, 7       | <ul style="list-style-type: none"> <li>▪ Combining data from Multiple Sources</li> <li>▪ Creating Templates</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Excel –Chapter 5</li> <li>▪ <b>Excel Assign Due</b></li> </ul>  |
| 11  | <ul style="list-style-type: none"> <li>▪ Linking Excel with other programs</li> </ul>                                    | 2, 7       | <ul style="list-style-type: none"> <li>▪ Linking an Excel Worksheet to a Word Document</li> <li>▪ Mail merges for list management</li> <li>▪ Web-enabling Excel</li> </ul> | <ul style="list-style-type: none"> <li>▪ <b>Test 2 – Excel</b></li> <li>▪ PPT presentation makeup (if necessary)</li> </ul>  |
| 12  | <ul style="list-style-type: none"> <li>▪ Intro to Databases and MS Access</li> </ul>                                     | 1, 3, 4    | <ul style="list-style-type: none"> <li>▪ Creating a Database</li> </ul>  | <ul style="list-style-type: none"> <li>▪ NorthWinds sample database</li> <li>▪ Access Assignment delivered</li> <li>▪ TAIT week 12</li> </ul>                              |
| 13  | <ul style="list-style-type: none"> <li>▪ Database Queries</li> </ul>   | 1, 3, 4, 5 | <ul style="list-style-type: none"> <li>▪ Database Queries</li> <li>▪ Using Calculated Fields and Calculating Statistics in a Query</li> </ul>                              | <ul style="list-style-type: none"> <li>▪ Handouts</li> <li>▪ TAIT week 13</li> </ul>   |
| 14  | <ul style="list-style-type: none"> <li>▪ Forms and Reports</li> </ul>  | 3, 4       | <ul style="list-style-type: none"> <li>▪ Forms/Reports in Design View</li> </ul>   | <ul style="list-style-type: none"> <li>▪ <b>Access Assign Due</b></li> <li>▪ TAIT week 14</li> </ul>   |
| 15  | <ul style="list-style-type: none"> <li>▪ Final Access Test</li> </ul>  | 1, 3, 4, 5 |  | <b>Test 3 - Access</b>   |
| <p><b>Please note: this schedule may change as resources and circumstances require.</b></p> <p>For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <a href="http://www.georgebrown.ca/Admin/Registr/PSCal.aspx">http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</a></p> |  |            |  |  |